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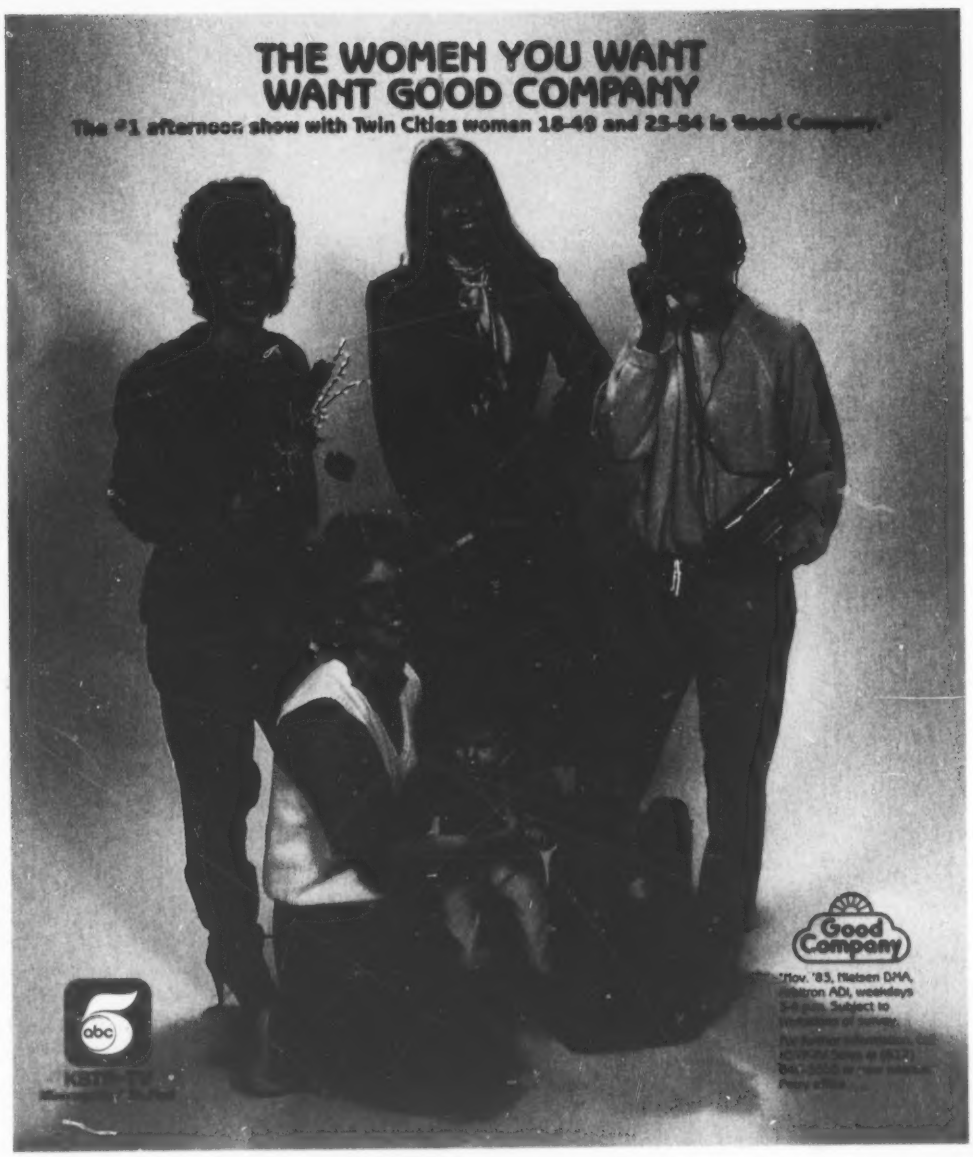
The Fifth Estate

Broadcasting ϟ Jan 23


THE WOMEN YOU WANT
WANT GOOD COMPANY
The #1 afternoon show with Twin Cities women 18-49 and 25-54 is Good Company.
Good Company
abc

20814GARNE 6681 GEA JUN/84
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BETHESDA MD 20814

53d Year 1984

Vol. 106 No. 4

Broadcasting ✓ Jan 23

Summers named NAB's chief lobbyist
Sony wins Betamax case □ INTV in Los Angeles
Top 50 broadcast advertising agencies

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TOP
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Foote, Cone & Belding
Grey
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Humphrey, Browning, MacDougall
Jordan, Case & McGrath
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Marschalk
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Ogilvy & Mather
Ohlmeyer
Rosenfeld Sirowitz & Lawson
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Scali, McCabe & Sloves
SSC&B
Tatham-Laird & Kudner
J. Walter Thompson
Tracy Locke BBDO
Waring & LaRosa
Warwick
Wells, Rich, Greene
Young & Rubicam

Top agencies hit $12.5 billion in broadcast billings in '83

Top 50 firms spending up 19% from '82; Y&R leads again with $1 billion; total cable investment runs to $163 million

Combined television and radio billings for the top 50 broadcast agencies soared in 1983 to $12.5 billion, eclipsing the 1982 total by 19%.

BROADCASTING's 32d annual survey found domestic television billings totaling slightly more than $11.2 billion, an increase of 20.4% over TV billings in 1982. Radio expenditures among the top 50 agencies climbed to almost $1.2 billion, an increase of 15.3% over 1982.

For the sixth consecutive year, Young & Rubicam romped off with top honors in the broadcast sweepstakes. This year the agency broke through the billion-dollar level, amassing a total of $1,090,000,000 in domestic TV-radio spending. In the process, Y&R exceeded its 1982 total by $164 million.

In second position was J. Walter Thompson, once the kingpin U.S. broadcast agency but now Y&R's perennial challenger. Thompson trails Y&R by a comparatively modest margin, having wound up 1983 with $995.2 million in TV-radio investment, up $91.8 million from 1982. Retaining the third position was BBDO with $772 million, up $26.7 million from 1982, followed by Leo

BROADCASTING's top 50 advertising agencies

All figures are in millions

Agency	Combined broadcast billings	Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	cable TV	Broadcast percent of agency's total billings	Broadcast billings % change from 1982	Last year's rank
1. Young & Rubicam	$1,090.8	$985.9	$704.9	$281.0	$75.5	$24.3	$51.2	$29.4	63	+ 17.7	1
2. J. Walter Thompson	995.2	917.7	596.7	321.0	63.8	23.0	40.8	13.7	70	+ 10.1	2
3. BBDO	772.0	667.0	401.0	266.0	90.0	27.0	63.0	15.0	60	+ 26.7	3
4. Leo Burnett	624.0	592.0	413.0	179.0	25.0	4.0	21.0	7.0	70	+ 10.4	4
5. Ogilvy & Mather	569.5	535.2	395.3	139.9	27.8	8.2	19.6	6.5	75	+ 21.8	6
6. Dancer Fitzgerald Sample	525.5	489.7	275.3	214.4	24.5	18.8	5.7	11.3	84	+ 7.7	5
7. Grey Advertising	482.6	441.2	323.8	117.4	26.5	2.7	23.8	14.5	60	+ 7.7	7
8. Foote, Cone & Belding	461.0	412.0	272.6	139.4	49.0	13.0	36.0	—	71	+ 24.9	10
9. McCann-Erickson	438.1	400.0	215.0	185.0	34.0	4.0	30.0	4.1	77	+ 45.9	11
10. D'Arcy-MacManus & Masius	438.0	363.0	186.0	177.0	75.0	22.0	53.0	—	60	+ 15.2	9
11. Doyle Dane Bernbach	402.0	380.0	247.0	133.0	22.0	—	22.0	—	45	+ 5.1	8
12. Compton	318.0	303.0	240.0	63.0	3.0	3.0	—	12.0	83	+ 90.9	22
13. William Esty	308.0	281.0	189.0	92.0	26.0	5.0	21.0	1.0	55	+ 2.6	12
14. Benton & Bowles	294.1	281.5	153.5	128.0	12.6	0.6	12.0	—	67	+ 6.9	14
15. SSC&B	293.5	272.7	208.4	64.3	20.8	4.7	16.1	—	80	+ 28.9	15
16. Needham, Harper & Steers	291.3	246.9	179.8	67.1	43.5	23.6	19.9	0.9	59	+ 45.1	19
17. Ted Bates	275.7	256.9	152.6	104.3	18.8	12.7	6.1	—	74	- 2.6	13
18. Backer & Spielvogel	269.5	225.0	175.1	49.9	38.5	5.0	33.5	6.0	78	+ 29.1	18
19. Campbell-Ewald	240.0	198.0	158.0	40.0	32.0	6.0	26.0	10.0	62	+ 8.9	16
20. N W Ayer	236.5	205.1	167.6	37.5	30.9	12.0	18.9	0.5	58	+ 8.5	17
21. Wells, Rich, Greene	198.4	170.4	88.6	81.8	22.0	2.0	20.0	6.0	48	+ 5.0	20
22. HBM/Creamer	171.0	150.8	60.9	89.9	17.4	—	17.4	2.9	60	+129.0	35
23. Advanswers/Media Programing	170.2	158.7	108.2	48.5	11.5	1.0	10.5	2.2	77	+ 6.0	23
24. Cunningham & Walsh	164.8	152.0	111.0	41.0	9.4	2.9	6.5	3.4	48	+ 14.6	24
25. Kenyon & Eckhardt	162.6	142.0	88.0	54.0	15.6	1.9	13.7	4.9	68	- 12.6	21
26. Tracy-Locke/BBDO	161.6	132.3	46.5	85.8	29.3	3.2	26.1	—	82	+101.1	34
27. Bozell & Jacobs	158.3	114.6	37.6	77.0	43.7	3.4	40.3	1.3	53	+ 28.1	26
28. Della Femina, Travisano & Partners	155.6	130.0	56.7	73.3	25.0	2.0	23.0	0.6	70	+ 37.7	27
29. Campbell-Mithun	150.3	130.8	43.6	87.2	19.5	1.1	18.4	—	64	+ 19.1	25
30. Admarketing	132.4	127.0	—	127.0	5.0	0.4	4.6	0.4	85	—	—
31. Ally & Gargano	113.7	110.0	54.8	55.2	3.7	—	3.7	—	68	+ 11.8	48
32. W.B. Doner	105.5	74.5	4.5	70.0	30.7	0.7	30.0	0.3	69	+ 21.6	31
33. Marschalk	100.0	93.7	57.3	36.4	6.3	—	6.3	—	49	- 4.1	29
34. Jordan, Case & McGrath	100.0	85.0	50.0	35.0	12.0	4.0	8.0	3.0	68	+ 20.4	32
35. Ketchum Communications	95.1	77.8	24.3	53.5	17.3	—	—	—	40	- 4.2	30
36. Rosenfeld, Sirowitz & Lawson	92.3	83.9	19.5	64.4	8.1	—	8.1	0.3	80	+ 33.3	41
37. Ohlmeyer Advertising	88.0	85.0	83.0	2.0	0.5	—	0.5	2.5	94	+ 45.0	40
38. Scali, McCabe & Sloves	85.0	71.0	24.0	47.0	13.0	1.0	12.0	1.0	55	+ 4.9	33
39. Kornhauser & Calene	82.0	67.7	56.1	11.6	13.1	4.0	9.1	1.2	63	+ 12.8	36
40. Chiat/Day	80.0	75.6	32.0	43.6	4.4	—	4.4	1.0	60	+ 18.3	38
41. Dailey & Associates	79.0	60.0	31.5	28.5	18.5	1.5	17.0	0.5	66	+ 42.4	45
42. MCA Advertising	78.0	72.0	30.0	42.0	3.0	—	3.0	3.0	57	—	—
43. McCaffrey & McCall	73.0	67.5	60.0	7.5	4.5	0.2	4.3	1.0	48	+ 6.3	37
44. Tatham-Laird & Kudner	71.5	69.0	42.0	27.0	2.5	1.5	1.0	—	34	+ 39.2	42
45. Laurence, Charles & Free Inc.	60.0	56.0	31.0	25.0	3.0	0.5	2.5	1.0	31	+ 15.4	49
46. A. Eicoff	58.1	54.1	3.1	51.0	4.0	—	4.0	—	95	+ 8.0	47
47. Waring & LaRosa	53.2	48.8	36.0	12.8	4.0	0.5	3.5	0.4	66	+ 7.2	50
48. Warwick Advertising	52.9	50.1	38.2	11.9	2.5	2.0	0.5	0.3	44	- 4.3	46
49. Ross Roy	51.8	39.1	23.2	15.9	12.7	0.2	12.5	—	42	—	—
50. Humphrey, Browning, MacDougall	51.1	45.0	20.5	24.5	5.5	—	5.5	0.6	51	- 10.7	43

Burnett in fourth with $624 million.

Y&R logged the largest broadcast gain, followed by BBDO and Compton, which increased by $152 million. Other dramatic upward changes were McCann, plus $136.8 million; HBM/Creamer, reflecting the merger of Creamer Inc. with Humphrey, Browning, MacDougall, which added $129 million; Ally & Gargano, up $118 million; Ogilvy & Mather, up $102.3 million; Foote, Cone & Belding, up $92 million, and J. Walter Thompson, up $91.8 million.

Increases in billings were achieved by 44 agencies. Four showed declines in television and radio spending, and two are new to the list. Those losing ground in 1983 were Marschalk, Ted Bates & Co., Ketchum and Warwick Advertising. New to the top 50 compilation for 1983 were MCA Advertising and Admarketing Inc. Dropped from the listing were Eisaman, Johns & Laws and Free & Ginsberg.

Young & Rubicam, with its huge investment in broadcast, captured first place in four categories: total broadcast billings, $1.09 billion; total television, $985.9 million; network TV billings, $704.9 million, and biggest broadcast gain, $164.6 million. Thompson was the frontrunner in spot television with $321 million. BBDO was the kingpin in three classifications: total radio billings, $90 million; spot radio billings, $63 million, and network radio billings, $27 million.

BROADCASTING also questioned the agencies on their investment in cable television. Some reported that spending there was insignificant; others said it was lumped with network or spot television and could not be broken out. Thirty-five of the agencies supplied separate data for cable, totalling $163 million in all. Y&R again led the parade with a $29.4-million commitment to cable, followed by BBDO, $15 million; Grey Advertising, $14.9 million; Thompson, $13.7 million; Compton, $12 million, and Dancer Fitzgerald Sample, $11.3 million.

The following is an alphabetical listing of the top-billing broadcast agencies. The figures were obtained for the most part from the agencies themselves; in others estimates were obtained from various sources.

30

Admarketing □ Los Angeles-based Admarketing is new to the top 50 broadcast agency compilation with $132.4 million in billings. Admarketing is a heavy user of spot radio and television and eschews network television completely. The past year (1983) has been markedly successful for Admarketing in terms of new businesses, having added eight clients to the roster, bringing in more than $35 million in TV-radio expenditures. New clients joining Admarketing during the year included MCA Records, New Horizons Pictures, La Victoria Foods, Mocha Mix nondairy products, Ronco Teleproducts, Breuners Rentals, Kentucky Fried Chicken (southern California and Texas) and Southern California Oldemobile Dealers. Dropped during the year were two small clients: Airco Technical Schools and Hartman Catalogue. Heavy spot spenders at Admarketing include Air Cal, Jet America, La Victoria Foods, Mocha Mix, Ronco, Tuscan Dairy, Raleigh Hills, Kentucky Fried Chicken and Southern California Oldemobile Dealers. A number of clients are involved in program sponsorship of the Los Angeles Raiders football games on radio and television.

23

Advanewers Media/Programing Inc. □ Advanswers, the Gardner Advertising Co. subsidiary, increased its broadcast and cable billings by 6% in 1983 to $170.3 million. Accounts added in the past year included new product assignments from Ralston Purina, Johnson & Johnson, McNeil Consumer Products Co., Hollywood Brands Inc. and Southwestern Bell (corporate). The company's cable clients included Southwestern Bell and Ralston Purina Co.

31

Ally & Gargano □ Ally's broadcast expenditures rose by a generous $61 million in 1983 over the estimated $52.5 million of 1982. The agency reported it had landed the Franklin Computer account but resigned Commodore business machines during 1983. Ally has an extensive list of clients active in broadcast, including MCI Communications, Federal Express, Dunkin' Donuts, Saab Scania, Travelers Insurance, Midway Airlines and Puritan Fashions.

20

N W Ayer Inc. □ N W Ayer climbed 8.5% in combined broadcast billings for 1983, posting an estimated figure of $236.5 million. Television billings accounted for $205.1 million while radio and cable expenditures totaled $30.9 million and $500,000 respectively. Among new major accounts added to N W Ayer's fold in 1983 were: Braniff International, Emerson Electric, Zena Jeans, The Sun Co., Texize (a division of Morton-Thiokol), Like Cola (a brand from Seven-Up Co.), NuVision, Walt Disney Home Video and the American Lamb Council. Accounts resigned during the year included Cannon Mills and Howard Johnson—the latter picked up by Campbell-Ewald.

18

Backer & Spielvogel □ Combined broadcast billings for Backer & Spielvogel rose 29.1% to $269.5 million. Total television billings accounted for $225 million; radio, $38.5 million, and cable, $6 million. Major accounts added during 1983 were: AtariTel, a division of Atari Inc.; Miller Brewing Co.; NCR Corp.; Paddington Corp.'s Malibu Rum Liqueur, and Red Lobster Inns of America. The major broadcast client resigned was Seven-Up Co.'s Like Cola brand, which was picked up by N W Ayer.

17

Ted Bates □ Ted Bates's combined broadcast billings in 1983 slipped 2.6% to $275.7 million. Total television billings were $256.9 million ($152.6 million in network and $104.3 million in spot) with radio billings accounting for $18.8 million of broadcast ad expenditures. The agency, however, invested more in network radio—$12.7 million to 1982's $6.2 million—and less in spot—$6.1 million to the previous year's $9.3 million. The only new account signed in 1983 was Pizza Time Theater. Major accounts terminated included Electrolux, Coors, Home Box Office and Cadbury Schweppes. Among the agency's other clients are Colgate, ITT Continental, M&M/Mars, Warner Lambert, Kal Kan, Matsushita, Carter Wallace and Prudential Insurance.

3

BBDO □ The agency was on a new-business spree, landing accounts and products from Scott Towels, Frito-Lay, Gillette, Citibank, Wrigley, Ken-L-Ration Tender Chunks, Xerox Education Publications, Advanced Mobile Phone Service, Home Box Office and Menley & James. BBDO increased its broadcasting expenditures by a resounding $163 million, a 26.7% jump over 1982. Television was the big gainer, accounting for $115 million of added spending. BBDO reported it allotted $15 million to cable last year. Involved in program sponsorships were General Electric, Pepsi-Cola, Gillette and Stroh Brewery. Among BBDO's aggressive TV-radio spenders are Wrigley, Firestone Tire & Rubber, Campbell Soup, Stroh, General Electric, Pepsi-Cola, Lever Bros., Black & Decker, duPont, Pillsbury and Quaker Oats.

14

Benton & Bowles □ The agency's combined broadcast billings for 1983 totaled $294.1 million—up 6.9% over the previous year. As in 1982, the majority of Benton & Bowles's broadcast business went into television—reaching an estimated $281.5 million. The agency invested $153.5 million in network and $128 million in spot. On the radio side, total billings added up to $12.6 million. New accounts in 1983 were: J. Aron, Corning, Arizona Bank and Kidco. The only account resigned was E.F. Hutton. Other Benson & Bowles clients include: Procter & Gamble, General Foods, Richardson-Vicks, Texaco, Morton-Thiokol, Emery and Pinkerton.

27

Bozell & Jacobs □ Broadcast and cable billings for Bozell & Jacobs increased by slightly more than 28% last year, with a total of $158.3 million. Television billings came to $114.6 million, up 25.2%, while radio billings reached $43.7 million, up almost 37%. Cable billings totaled about $1.3 million. The agency gained some 34 new accounts in 1983. Among them: Association of Chicago McDonald's, B. Dalton Bookseller, Bell Atlantic, *Business Week*, Fairchild Aircraft, Life Saver, McDonald's Atlanta, *New York Times*, Sealy, St. Regis Corp. and WOR-TV New York. Among accounts resigned were Ampex Corp., Centel Corp., Coca-Cola Midwest Bottlers, Days Inn of America Inc., Paramount Pictures and Drakes.

4

Leo Burnett Co. □ Burnett strengthened its agency billing with an estimated $79 million during the past year, acquiring such accounts as Beatrice Foods, Samsonite Luggage, Ekrich

Meats, Fisher Nuts and the American Dental Association. Resigned was its portion of Kimberly Clark. Projections of figures for 1983 showed that Burnett allotted $7 million to cable television. Substantial television spenders are Allstate Insurance, General Motors (Oldsmobile), Heinz, Keebler, Kellogg, McDonald's, Maytag, Memorex, Miller Brewing, Nestle, Pillsbury, Procter & Gamble, RCA Corp., Salada Foods, Star-Kist Foods, Union Carbide, Union Oil, United Airlines and Wilson Sporting Goods.

19

Campbell-Ewald □ This agency reported broadcast billings for 1983 of $240 million, up 8.9% over the previous year. Television billings accounted for $198 million ($158 million network and $40 million spot), with $32 million for radio ($6 million network and $26 million spot) and the remaining $10 million for cable television. Campbell-Ewald says it invests in both television and/or radio through several General Motors divisions such as Chevrolet, AC-Delco, Delco Electronics and GMAC (General Motors Acceptance Corp.) along with Eastern Airlines, National Car Rental, Bil-Mar Foods Inc. and First Federal of Michigan. A major account acquired last year was Howard Johnson.

29

Campbell-Mithun □ Broadcast billings for Campbell-Mithun increased by about 19% in 1983, to $150.3 million. Billings on the television side accounted for most of that business, with $130.8 million (up 21.5%), while radio accounted for the remaining $19.5 million (up 4.8%). The agency added Jockey for Her, Lamaur Consumer Products, Kimberly Clark, Cobra Telecommunications, Schwinn Bicycle Co. and Masonite Corp. to its account list over the past year. Accounts resigned included Chicagoland Oldsmobile Dealer Association, Ray-O-Vac and Rich Products Corp.

40

Chiat/Day □ Los Angeles-based Chiat/Day registered a robust 18.3% gain in 1983 to reach $80 million in broadcast billings, overwhelmingly in television. Accounts obtained during the year included Home Savings of America, Nike Shoes and General Electric (corporate). C/D reported no account defections. Radio was a disappointment: its reported billings fell from $13.5 million to $4.4 million. Fortunately, television expanded by more than $20 million, to $74.6 million. Big-spending TV-radio accounts embrace Apple Computer, Yamaha Motors, Nike, Fotomat, Olympia Brewery, Shakey's Restaurants and New York Air.

12

Compton □ After a particularly poor year in 1982, when the agency's broadcast billings were off almost 27%, Compton had an unusually strong 1983 when broadcast and cable billings were up 83% to $318 million. Most of that was accounted for in the network television category, where the total was $240 million, almost double the previous year's $123 million. Spot TV billings for 1983 were $63 million, while radio billings amounted to $3 million. Accounts gained included British Airways, Union Underwear Co., Christian Broadcasting Network and Dannon. Only one broadcast client was reported lost—Buitoni Foods.

24

Cunningham & Walsh □ Broadcast and cable billings for C&W increased by 14.6% in 1983, with television billings climbing almost 16% to $164 million, but with radio billings dropping by about 25% to $9.4 million. The agency's network TV billings totaled $111 million and spot television billings, $41 million. Accounts added in 1983 included American Home Products Corp., Brown and Williamson Tobacco Corp., Jovan Inc., St. Regis Corp. and Sterling Drug Inc. Accounts resigned included Anixter Bros., CBS Video games, General Financial, Purity Baking Co. and Harcourt, Brace, Jovanovich.

41

Dailey & Associates □ Dailey's broadcast expenditures climbed by more than 40% as the agency landed a group of new accounts including Sega Enterprises (video cartridges), Valley National Bank, Hunt-Wesson (new products) and Ampex. It resigned Rosarita (Mexican foods) and Taco Bell restaurants. Dailey is heavy in national spot television and radio activity, with $28.5 million in the former and $17 million in the latter in 1983. Its advertiser list ranges over a wide spectrum—Honda motorcycle and power equipment divisions, Great Western Savings and Loan, Hunt-Wesson, Armor All, Ford Dealers of Southern California, Sega, Lawry's Foods and Valley National Bank.

6

Dancer Fitzgerald Sample □ The agency increased its broadcast spending over 1982 by $38 million, representing a 7.7% climb. This comfortable growth was achieved despite a decrease in the broadcast share in 1983 to 83.8% from 86% in 1982. New accounts obtained by Dancer during the year included Royal Crown Cola, American Automobile Association, Lark Luggage, Helene Curtis (new products), Mexican Government Tourism, Simplicity Pattern Co., Almost Home cookies, Jantzen (swimwear), Ryder Truck Lines & Pacific Intermountain Express and Idaho First National Bank. Accounts resigned during 1983 were Duracell batteries, White Cloud bathroom tissue and Almaden Vineyards. DFC's long list of TV-radio investors includes such clients as Toyota, General Mills, Procter & Gamble, L'eggs, Life Savers, Wendy's, American Cyanamid, CPC International, Florida Department of Citrus and Peter Paul Cadbury. Toyota, P&G and Peter Paul were involved in network TV program sponsorships. Dancer raised its spending in cable TV in 1983 to $11.3 million from about $7 million in 1982.

10

D'Arcy-MacManus & Masius □ Powered by a collection of new accounts, D'Arcy's domestic broadcast billings were bolstered by $58 million in 1983. This volume was a comfortable 15.2% increase over 1982. Radio expanded by $20 million and television by $38 million. Cable television billings were included in the total but were not broken out. New DFS clients in 1983 were BRK Electronics, Chicago Board of Options, County Line cheese, Edison Electric Institute, Equitable Life Insurance Co. and J C Penney. The agency reported no account defections. Topping the list of heavy TV-radio spenders at D'Arcy in 1983 were Anheuser-Busch, Amoco Oil, American Dairy Association, General Motors, M&M Mars, Southwestern Bell Telephone, Whirlpool and Budget Rent-A-Car.

28

Della Femina, Travisano & Partners □ Broadcast and cable billings for this top-50 agency rose substantially in 1983 to almost $156 million, an increase of close to 38%. Most of the gains came on the TV side, where the agency had total billings of $130 million—$56.7 million network and $73.3 million spot—an increase of almost 40%. New accounts included Rolls Royce Motors, Trans America Corp. and First Boston Corp. Accounts resigned included WABC-TV New York. Cable clients included Dow Chemical and Trans America.

32

W.B. Doner □ Doner's broadcast billings rose by more than 21% to $105.5 million, with broadcast TV spending up 7% to $74.5 million and radio up more than 80% to $30.7 million. The bulk of radio and TV spending went into spot. In addition, Doner invested an estimated $300,000 in cable advertising. Accounts added during the year included W.R. Grace Home Center, Michigan Lottery, Electronic Realty Association and Sedgefield Sportswear. Among its major accounts are Heileman, McCormick, Commercial Credit, Pizza Hut, Eckerd Drugs, Color Tile and Vlasic Foods.

11

Doyle Dane Bernbach □ DDB had a lukewarm year, increasing its TV-radio total by 5.1% to $402 million. During the year, the agency lost parts of Procter & Gamble, portions of IBM and the Bulova Watch Co. It added Michelin Tires, billing about $15 million, and the Investment Company Institute. Radio billings grew by $1.5 million to $22 million and television by $17.6 million to $380 million. Advertisers with a major role in broadcasting during 1983 included American Greetings Corp., Chanel Inc., Cigna, Atari, Clairol, Polaroid, Hershey, IBM, Ore-Ida Foods, Volkswagen of America, Continental Insurance Co., Hershey Foods, CBS/Broadcast Group, MCA/Universal, Borden Inc. and Clairol. DDB said figures for its cable advertising investment were not available; in 1982 it reportedly spent only $350,000 in cable.

46

A. Eicoff □ Estimated billings at Eicoff rose by 8% to approximately $58.1 million in 1983. The agency specializes in direct response advertising and places heavy emphasis on broadcast, earmarking about 95% of its budget for television and radio, particularly TV. Its long list of broadcast spenders in 1983 included Allstate Insurance, Avon, Capital Records, Grant Co. (household items), LS Products (leak sealer), Majestic Drug Co., Sizzler Restaurants, Time-

Life Books and Ziff-Davis Publishing.

13

William Esty □ William Esty is slightly ahead of its 1982 pace with total broadcast billing figures for last year inching up 2.6% to $308 million. Of that figure, $281 million was invested in television advertising ($189 million network and $92 million spot), with $26 million going into radio ($5 million network and $21 million spot) and $1 million spent on cable. Major accounts acquired in 1983 were: Mastercard International's Masterteller, Miguel-Torres Wines from Joseph E. Seagrams & Sons and five additional perfume product lines of Chesebrough-Pond's. Among the major accounts lost in 1983 were Colgate-Palmolive, Irish Spring soap, Ajax all-purpose cleaner and Nabisco Brands' Chips Ahoy and Snap Cracker brands.

8

Foote, Cone & Belding □ Broadcast billings at FCB rose by almost 25% to $461 million as the agency added $92 million to its 1982 total. Foote, Cone was buoyed by an account acquisition spree, bringing to its roster Stokely-Van Camp, Data General, CBN Cable Network, Kimberly-Clark, VisiCorp, American Can Co., Arrow Electronics, Colgate-Palmolive, Orion Pictures, Wayne Dog Food and Italian Swiss Colony Wines. Lost during the year were Ramada Hotels and Fotomat. The major gain was in television, which increased by $87 million, while radio added $5 million. Major accounts handled by Foote, Cone during 1983 were Amana, Arco, California Raisin Advisory Board, Clorox, Denny's Inc., Frito-Lay, Armour-Dial, Kraft Foods, Levi Strauss, Mazda Motors, Pearle Vision Centers, Pizza Hut, S.C. Johnson & Son, Sunkist soft drinks, Swift & Co., Zenith Radio Corp., Clairol, Stokely-Van Camp, Adolph Coors, Kimberly-Clark and Volume Show Corp.

7

Grey Advertising □ Broadcast expenditures swelled by $34.4 million, abetted by acquisition of new accounts, including Inter-Continental Hotels, Arby's, Jeno's, Clairol, Upjohn, Kern Foods and new assignments from Timex, Ameritone Paint Corp. and Wickes Lumber. Accounts resigned during the past year included Shearson/American Express and ComputerLand. Grey's increase in spending came from both television and radio and particularly from cable advertising. Its investment in cable for 1983 more than tripled its 1982 expenditure, climbing to $14.5 million. Grey's extensive list of television-radio advertisers is represented by ABC Motion Pictures, American Motors, Arby's, Block Drug, Borden, Canon U.S.A., General Foods, ITT Continental, Kenner Products (toys), Mennen, Panasonic, Procter & Gamble, RCA, Revlon, Timex and Warner Bros. Program sponsors on television included American Motors, General Foods, Kenner, Procter & Gamble and Revlon.

Biggest spenders

Total broadcast billings
Young & Rubicam—$1.09 billion

Total TV billings
Young & Rubicam—$985.9 million

Network TV billings
Young & Rubicam—$704.9 million

Spot TV billings
J. Walter Thompson—$321 million

Total radio billings
BBDO—$90 million

Network radio billings
BBDO—$27 million

Spot radio billings
BBDO—$63 million

Biggest broadcast gain
Young & Rubicam—$164.6 million

22

HBM/Creamer □ On Dec. 31, 1983, Creamer Inc. acquired Boston-based Humphrey, Browning MacDougall Inc. and followed an accounting procedure of incorporating HBM's billing into Creamer's. As a result, Creamer shows total broadcast billings of $171 million, $51.1 million of which is HBM's. Disregarding HBM's contribution, Creamer still added about $45 million during 1983 under its own power. Creamer brought in such new clients as Sheraton International and Endicott-Johnson and resigned Progresso Foods. Top broadcast spenders during the year were Sheraton Hotels, Alcoa building products, Stouffers, Parker Bros., P&C Food Markets, Hershey Foods, American Brands and Narragansett Brewing Co.

50

Humphrey, Browning, MacDougall □ As of Dec. 31, 1983, HBM became a part of Creamer Inc. The agency reported TV-radio billings of $51.1 million, down $6.5 million from 1982. It lost Jordan Marsh, Bleyle (apparel firm), National Association of Recording Merchandisers and Colibri (lighters). The agency obtained Columbo Yogurt, Culinet (computer system), Star Market (supermarkets) and Kurzweil Music Systems. Substantial users of TV and radio in the HBM fold include A&W Beverages, Beltran Corp., Consumer Value Stores, New England Oldsmobile Association, Parker Bros., Stanley Works and WBZ-TV Boston.

34

Jordan, Case & McGrath □ A boost in broadcast billings of more than 20% lifted Jordan, Case & McGrath to the $100-million mark in 1983. Its growth was powered by such new accounts as Progresso Foods, Nestle (Crunch Bar, Wispride Cheese), Selchow & Righter, Richardson-Vicks, Sargeants flea and tick products and Block Drug (Nytol, Dentrol). It resigned Squibb (Theregran). Major TV-radio accounts also included Aetna Life Insurance, Welch, Richardson-Vicks, Group W, Long John, Tonka, Selchow & Righter, Duracell and Jones Dairy.

25

Kenyon & Eckhardt □ Combined broadcast billings for Kenyon & Eckhardt, last year's 21st ranked agency, fell by 12.6% in 1983 to $162.6 million. Total TV billings were off 8.4% to $142 million, while radio billings declined by almost half, from $31 million to $15.6 million. The agency had cable billings of $5 million. Accounts added over the past year included Holiday Inns and Kawasaki. Accounts resigned included four assignments with Colgate-Palmolive.

35

Ketchum Communications □ Ketchum's combined broadcast billings declined by 4.2% in 1983 to $95.1 million. Television billings were down almost 11% to $77.8 million ($24.3 million network and $53.5 million spot), while radio billings were up about 44% to $17.3 million. Among the agency's major clients are Pepsi, Pizza Hut, Safeway Foods, Heinz, Gordons and Pillsbury.

39

Kornhauser & Calene Inc. □ Television and radio billings increased by 12.8% to $82 million, with broadcast TV rising 9.9% to $67.7 million, radio up 18.0% to $13.1 million and cable TV billings totaling $1.2 million. In broadcast television, network investments led spot by almost five to one; in radio, spot led network by more than two to one. National Westminster Bank/USA, Cone Mills, Skin Control Systems and Os-

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car de la Renta men's apparel were among several new clients added during the year. Other leading advertisers represented included Whitehall Labs, Boyle-Midway, American Home Foods, Church & Dwight, Purdue Frederick and J.P. Stevens.

45

Laurence, Charles & Free Inc. □ Television and radio billings reached $60 million, up more than 15% from 1982. Broadcast TV billings totaled $56 million, up from $50 million the year before, with network getting a somewhat bigger share than spot. Radio billings increased by $1 million, reaching $3 million, predominantly in spot. The agency also put $1 million into cable TV. Major accounts added during the year included Barton's Candy products, Heublein's Lancers wine and Westwood Pharmaceuticals' Keri lotion. Other accounts included Adidas sportswear, Abbott Labs' Selsun Blue and Murine Ear Drops, Bristol-Myers' Ban, Ultra-Ban, Comtrex, Bufferin and Extra-Strength Bufferin and Drackett's Endust and other products.

33

Marschalk □ Marschalk had combined broadcast billings in 1983 totaling just more than $100 million, representing a 4.1% decline from the previous year. Most of the agency's broadcast billings are accounted for on the television side, where it had $93.7 million worth in 1983—$57.3 million in network and $36.4 million in spot. Radio billings totaled $6.3 million. The agency acquired the Coopercare account last year and received new assignments from Del Monte Heublein SPG (Chun King) and Gillette (Toni). Richman Brothers resigned as a client.

42

MCA Advertising □ Founded only five years ago and with offices in New York and Westport, Conn., MCA has been inducted into BROADCASTING's top 50 broadcast agency compilation for 1983. MCA wound up the year with expenditures of $72 million in television, $3 million in radio and $3 million in cable television for a total of $78 million. MCA reported it has strengthened its billings through new product assignment from current clients and from a new account, Manley & James (Sine Off and new products). MCA said it did not resign any accounts during the year. Among MCA's clients in broadcast were Tropicana, Ralston Purina, Tampax (Maxithins), Menley & James and Stroh Brewery.

43

McCaffrey & McCall □ The agency reported a 6.3% increase in TV-radio spending to reach the $73-million mark in 1983. McCaffrey obtained the American Association of Retired Persons account in 1983. McCaffrey allots less than half of its billings to television and radio. It reported a $1-million investment in cable. McCaffrey's active broadcast investors included Avis, ABC, Hartford Insurance, J C Penney, Mercedes-Benz of North America, Pfizer and Texize.

9

McCann-Erickson □ Combined broadcast billings for this agency jumped more than 45% in 1983 to $438.1 million, with a large portion of that figure—$400 million—invested in television ($215 million network and $185 million spot). Radio ad expenditures, on the other hand, dipped from $46.1 million in 1982 to an estimated $34 million last year. The balance of McCann-Erickson's broadcast billings ($4.1 million) went into cable television. Major accounts added in 1983 were: Century 21, AT&T, Hickory Farms and Shearson/American Express. Other accounts using television and/or radio are: Coca-Cola U.S.A., Coca-Cola Foods Division, Pabst Brewing Co., Buick, Exxon, Texas Instruments and Sony. The only account resigned in 1983 was Bache, which, according to McCann-Erickson, spent $3 million on both spot television and radio.

16

Needham, Harper & Steers □ Needham, Harper & Steers's combined broadcast billings for 1983 soared 45.1% to $291.3 million, with several of the agency's accounts using both television and radio in their media mixes. Total television billings reached $246.9 million, while expenditures on radio advertising registered $43.5 million. The agency also invested $900,000 in cable. New accounts added to Needham, Harper & Steers's list in 1983 include: Ramada Inns, Southern California Honda Dealers Association, Binney & Smith's Crayola line, C&C Cola, Israel Ministry of Tourism, MGM/UA Entertainment Inc., Canadian Imperial Bank of Commerce, Sears Merchandise Group and Soft Lines and LaPetite Boulangerie, a division of Pepsico. Among major accounts resigned was Gallo. Other Needham, Harper & Steers clients include Xerox, Amtrack, General Mills and State Farm Insurance.

5

Ogilvy & Mather □ Ogilvy garnered an additional $102.3 million in billings, representing a growth of more than 20% in broadcast during 1983. Television was the big winner, adding almost $96 million, while radio accounted for $6 million. Part of the growth in television-radio expenditures can be attributed to a greater emphasis on broadcast as the share rose from 70% to 75%. O&M has an extensive list of broadcast-oriented advertisers, including American Express, Avon Products, Block Drug, Bowery Savings Bank, Ex-Lax Inc., Campbell Soup, Chesebrough-Pond's, Foremost Foods, General Foods, Hallmark Cards, Hershey Foods, Lever Brothers, International Paper, Menley & James, Par Parfums, Pepperidge Farms, Trans World Airlines, Warner Amex Cable Communications, Armour & Co. and Sears, Roebuck & Co.

37

Ohlmeyer Advertising □ This agency, formerly Parkson Advertising, boosted its TV-radio billings more than 45% to $88 million. Virtually all of the increase was in broadcast TV, though its spending in cable TV also rose (to $2.5 million). In addition to handling a long list of Nabisco products, the agency picked up the Nabisco corporate account. Other clients included Ace Comb Co. and J.B. Williams Co. for both toiletries and pharmaceutical products.

36

Rosenfeld, Sirowitz & Lawson □ Radio and TV billings rose by a third in 1983, reaching $92.3 million. Broadcast TV billings climbed to $83.9 million from $56 million in 1982, while radio billings went to $8.1 million from $4 million. Cable billings totaled $300,000. New accounts included products and services of Chase Manhattan Corp., Sharp Electronics, Block Drug and International Spice, all heavily involved in TV, especially spot. Other leading TV and radio clients included International Playtex and McDonald's.

49

Ross Roy □ Ross Roy, based in Detroit, had combined broadcast billings of nearly $51.8 million in 1983, with almost half of that accounted for by network television billings, which totaled $23.2 million. Spot television billings accounted for $15.9 million, while radio billings totaled $12.7 million, with almost all of it coming in the spot category ($12.5 million). Among the agency's existing clients are Chrysler, Coca-Cola Bottlers of Detroit, Detroit Edison Co., Florists Transworld Delivery, K-Mart Corp., La-Z-Boy Chair Co. and Michigan Milk Producers.

38

Scali, McCabe, Sloves Inc. □ The agency increased its TV and radio spending by 4.9%, to $85 million, with broadcast TV billings going from $69 million to $71 million and radio from $12 million to $13 million and with cable billings reaching $1 million. Continental Airlines was added to the account list. Other major accounts handled by the agency included Perdue Inc., Volvo, Hertz, Castrol and James River/Dixie Northern Inc.

15

SSC&B □ SSC&B added $65.8 million in broadcast billings in 1983, raising its total to $293.5 million. Expenditures were increased across the board, but most noticeably in network television, which reached $208.4 million—up 35.5% over 1982. Major accounts SSC&B landed during the year include Datapoint and United Satellite Communications Inc.

44

Tatham-Laird & Kudner □ The agency enjoyed a banner year, increasing its billing by almost 40% to $71.5 million. TL&K embarked on a new account spree, winning a sizeable number of accounts. Newcomers to the agency's roster are York Steak House, Activision, Ralston-Purina, Miles Laboratories, detergent products from Procter & Gamble, Adolph Coors Co. and Kimberly-Clark. Dropped during 1983 was International Harvester. Radio-TV advertisers at Kudner included Interfood Ltd., International Harvester, Kimberly-Clark, Miles Laboratories, Oscar Mayer, Ralston Purina, Corning Glass Works and Hearst/ABC Video Services.

2

J. Walter Thompson □ JWT retained its runner-up post in BROADCASTING's annual top 50 agency billings derby, with broadcast expenditures of $995.2 million, up 10.1% from 1982 figures. It trailed only Young & Rubicam, which has been the number one TV-radio agency for the sixth

straight year. Thompson traditionally has been a potent spot television agency and in 1983 led this category with an investment of $321 million. JWT represents a wide array of clients active in broadcast, including Beatrice Foods, Burger King, Eastman Kodak, R.T. French Co., Lever Bros., Miles Laboratories, Nabisco Brands Inc., Nestle Co., Pepsi-Cola, Reynolds Metals, Samsonite, Scott Paper, Warner-Lambert, Dunlop Sports, Ford Motor Co., Dart & Kraft, Jovan Inc. (floor cleaners), Oscar Mayer & Co., Quaker Oats, Sears, Roebuck & Co. and Uncle Ben's Foods.

26

Tracy-Locke/BBDO □ Tracy-Locke/BBDO reported TV-radio billings of more than $161 million in 1983, representing double its 1982 investment. The huge increase came in part from higher spending by long-time clients and by the addition of new advertisers. Clients gained during the year included Labatt's Importers (beer), Dodge Dealers Associations, Frito-Lay (tortilla chips), Pearle Health Services and Pepsi Lite. The agency reported no account resignations during 1983. Heading Tracy-Locke's extensive list of TV-radio users are Frito-Lay, Phillips Petroleum, Pepsi-Cola, Best Products, Borden Inc., Frontier Airlines, Haggar Co. and Mountain Bell Telephone.

47

Waring & LaRose □ Radio and TV billings increased 7.2% to $53.2 million, but the radio-TV share of total billings declined slightly to 66% from 68% in 1982. Broadcast TV billings increased 12% to $48.8 million while radio billings dropped by 35% to $4 million. The agency also spent $400,000 in cable TV. Accounts added during the year included Erno Laszlow Institute's skin treatment products, Fisher-Price children's furniture and accessories, S.C. Johnson & Son for special products and new products, Prince Matchabelli cosmetics, Ragu Foods and Great Waters of France. The Julius Wiler Sons account was resigned. Leading radio and TV clients included Ragu, Fisher-Price, Prince Manufacturing, Perrier, SCM, Aziza, Cutex, Quaker Instant Grits, Red Devil paints and Poland Spring water.

48

Warwick Advertising □ Warwick reported a $2.3-million dip in broadcast billings for 1983, winding up with $52.9 million. Warwick snared several accounts, including Economics Laboratory (Scrub Free bathroom cleaner), Resolve carpet cleaner and U.S. Tobacco (Skoal Bandits). Warwick said it lost no accounts during the year. Its primary accounts in television and radio were Benjamin Moore Inc., Brooke Bond Foods Inc., Burlington Industries, Economics Laboratory, D-Con, Pfizer-Coty, Plough Inc. and U.S. Tobacco.

21

Wells, Rich, Greene □ The agency rose 5% in total broadcast billings last year, putting its 1983 total at $198.4 million. For television, expenditures totalled $170.4 million. Investment in radio registered $22 million, the majority of which was in spot advertising ($20 million). New accounts added during 1983 included Purolator, The Gap and American Federation and Loan. The only major account reported lost was Century 21.

1

Young & Rubicam □ Y&R has hurdled the billion-dollar barrier in broadcast advertising, amassing TV-radio expenditures of more than $1 billion. In the process, the agency romped off with first place for the sixth straight year in BROADCASTING's top 50 agency compilation. Y&R's domestic TV-radio spending rose by $164.6 million over 1982. The agency's coup of the year was resigning about $60 million in Procter & Gamble billings in order to take on more than $120 million in Colgate-Palmolive business. Other major acquisitions were Pabst Brewing, about $20 million; Whitehall Laboratories, $15 million, and Thomas's English Muffin, $9 million. In addition to P&G, Y&R dropped Atari coin-operated games, approximately $2.5 million, and Hardee's restaurants, $2 million. As befits broadcasting's leading agency, Y&R has a long list of clients active in television and radio including American Home Products, CIT Financial Services, Dr. Pepper Co., General Foods, Eastman Kodak, Gulf Oil, Hallmark Cards, Johnson & Johnson, Lincoln-Mercury division of Ford, Peter Paul Cadbury, Richardson-Vicks Inc., Union Carbide, Uniroyal, Curtis Mathes, Miller Brewing, Clorox, Del Monte, Toshiba and 20th Century-Fox Television. Y&R reported it spent $24.3 million in cable advertising in 1983.

sense, is more sophisticated because it's always had television, and dismisses a lot of the stuff that we would have watched," he said. □

NCAA floats proposal for night games

Regional TV clashes on Thursday and Saturday, however, may be mooted by Supreme Court case

Waiting for the Supreme Court to rule on the legality of its control of TV rights to college football games, the National Collegiate Athletic Association has come up with a new idea: allowing NCAA schools and conferences to air games on regional TV on Saturday nights and Thursday nights, if they wish. NCAA Division I-A schools, generally the larger ones, would get the option for Saturday nights and Division I-AA schools for Thursday nights. In all cases, the telecasts would be limited to stations in the NCAA districts in which the schools or conferences are located.

Newspaper accounts seem uniformly to describe the proposal as a "plan"—some as if it were already in effect—but NCAA officials last week called it "more a concept than a plan." The reason, they explained, is that it is still conditional. Specifically, they said, it would have to be approved by ABC-TV and CBS-TV—which have national rights to NCAA games under contracts challenged in the case before the Supreme Court—and, even if those networks approve the "concept" or "plan," would still have to be authorized by the NCAA council.

Another consideration, although it wasn't mentioned, is that the approach would be unnecessary, if not illegal, if the Supreme Court upholds two lower court decisions and rules that the NCAA's handling of TV rights violates antitrust laws. In that case, any school presumably would be free to negotiate with any TV network or station with no restrictions.

NCAA sources said last week the Supreme Court is expected to hear arguments in the case in March, but that they don't expect a decision before June.

The Association of Independent Television Stations (INTV) and the Justice Department have filed friend-of-court briefs urging the Supreme Court to uphold the lower court rulings.

INTV's brief, by Forrest A. Hainline III and J. Laurent Scharff of Pierson, Ball & Dowd, argues that NCAA restrictions unnecessarily reduce the number of games that would be available for telecasting, "depriving broadcasters other than NCAA's contractual partners of access to this valuable market."

For broadcasters "there is no effective alternative to NCAA football during the time it is aired," the brief asserts, and independents are harmed because they are "almost entirely" deprived of access to games, "even though many schools would sell their rights for television coverage if the NCAA would permit them to do so."

Justice said that "It is clear . . . that absent these controls, the amount of such broadcasting would be much greater, the televised games would better coincide with consumer preferences, and payments received would vary considerably to reflect anticipated viewer interest in each particular football match-up." Justice lawyers argued NCAA's current agreements limit opportunities for smaller schools to appear on television and prevent major football schools from appearing on television "as frequently as consumer demand would dictate." □

'Amelia' gives ABC the week

With big help from ***Something About Amelia***, which proved to be the second-highest rated program thus far in the 1983-84 season, ABC-TV took first place by more than a point in the prime time ratings for the week ended Jan. 15.

Amelia, an ***ABC Theater*** presentation dealing with a family stunned by father-daughter incest, generated an average Nielsen rating/share of 31.6/46, in this season second only to ABC's ***The Day After*** (46.0/62), and in terms of household delivery (an estimated 26,480,000 per average minute) second only to ***The Day After*** (38,550,000) among made-for-TV movies of all time ("In Brief," Jan. 16).

For the week, the 16th of the 1983-84 season, ABC averaged 18.1/28, CBS 16.9/26, and NBC 15.4/24. It was ABC's fourth weekly win of 1983-84 against 12 for CBS.

Amelia, appearing on the Monday-night period recently relinquished by ***NFL Monday Night Football***, demolished its opposition and led ABC to an evening-winning 25.5/37 average. Earlier in the evening, however, the premiere of NBC's ***TV Bloopers, Commercials and Practical Jokes*** scored a commanding 25.0/35 against CBS's ***Scarecrow and Mrs. King*** (17.5/25) and ABC's ***That's Incredible*** (13.3/19), helping NBC into second place for the night with 16.9/25 over CBS's 14.2/21.

TV's Bloopers ranked fifth for the week, and ABC's entry of similar ilk, ***Foulups, Bleepers and Blunders***, on Tuesday, became the week's 13th-ranked show with 20.1/29, outscoring the first half of ***Mississippi*** on CBS (11.4/16) but considerably behind the first half of ***A Team*** on NBC (25.3/36). At 9-10 p.m. the same evening the second episode of NBC's ***Riptide*** did a 19.8/29, more than two rating points off its two-hour premiere but enough to dominate ABC's regular entries and outpoint, although barely, the first half of the CBS Tuesday night movie, ***License to Kill*** (19.3/30).

ABC won Monday, Wednesday and Saturday, CBS took Thursday, Friday and Sunday, and NBC took Tuesday.

The season-to-date ratings: CBS 18.1/28, ABC 17.1/27, and NBC 15.1/24. □

Rank	Show	Network	Rating/Share
1.	Something About Amelia	ABC	31.6/46
2.	60 Minutes	CBS	27.5/42
3.	Dynasty	ABC	25.7/38
4.	A Team	NBC	25.3/36
5.	TV Bloopers	NBC	25.0/35
6.	Dallas	CBS	24.2/36
7.	Simon & Simon	CBS	24.1/37
8.	Hotel	ABC	23.0/38
9.	Falcon Crest	CBS	21.5/35
10.	Magnum, P.I.	CBS	21.5/32
11.	Knots Landing	CBS	20.9/34
12.	Fall Guy	ABC	20.8/31
13.	Foulups, Bleeps, Blunders	ABC	20.1/29
14.	Riptide	NBC	19.8/29
15.	Jeffersons	CBS	19.6/28
16.	License to Kill	CBS	19.3/30
16.	Trapper John, M.D.	CBS	19.3/30
18.	Webster	ABC	18.8/28
19.	Three's Company	ABC	18.3/28
20.	Bob Hope Special	NBC	18.1/27
21.	One Day At A Time	CBS	17.8/28
22.	Hill Street Blues	NBC	17.7/29
22.	Love Boat	ABC	17.7/29
24.	Benson	ABC	17.7/27
25.	Scarecrow & Mrs. King	CBS	17.5/25
26.	The Electric Horseman	ABC	17.4/27
27.	Alice	CBS	17.4/26
27.	Bugs Bunny Special	CBS	17.4/26
29.	Cheers	NBC	17.3/26
30.	Matt Houston	ABC	17.1/28
31.	Goodnight, Beantown	CBS	17.1/25
32.	T.J. Hooker	ABC	16.9/27
33.	Charlie Brown Special	CBS	16.9/26
34.	Facts of Life	NBC	16.9/25
34.	Hardcastle & McCormick	ABC	16.9/25
36.	Remington Steele	NBC	16.6/27
37.	Knight Rider	NBC	16.3/24
38.	Family Ties	NBC	16.2/24
39.	AfterMASH	CBS	16.2/22
40.	Night Court	NBC	16.1/24
41.	Diffrent Strokes	NBC	16.0/26
42.	20/20	ABC	15.7/26
43.	Happy Days	ABC	15.6/22
44.	Silver Spoons	NBC	15.4/24
45.	Fantasy Island	ABC	15.2/27
46.	Oh Madeline	ABC	15.0/22
47.	Gimme A Break	NBC	14.8/22
48.	Newhart	CBS	14.7/21
49.	Mama's Family	NBC	14.3/23
50.	Blue Thunder	ABC	14.3/21
51.	St. Elsewhere	NBC	14.1/24
52.	We Got It Made	NBC	14.1/23
53.	Real People	NBC	13.9/21
54.	Automan	ABC	13.8/21
55.	Hart to Hart	ABC	13.3/22
56.	That's Incredible	ABC	13.3/19
57.	Buffalo Bill	NBC	13.2/20
58.	Ripley's Believe It Or Not	ABC	13.0/20
59.	Hard Knox	NBC	13.0/19
60.	Invasion Force	NBC	12.8/19
61.	Domestic Life	CBS	12.1/18
62.	Body Heat	CBS	11.7/20
63.	Yellow Rose	NBC	11.5/20
64.	Masquerade	ABC	11.4/17
65.	Mississippi	ABC	11.4/16
66.	Whiz Kids	CBS	11.2/18
67.	Modern Problems	CBS	10.6/16
68.	Empire	CBS	10.1/16
69.	Emerald Point, N.A.S.	CBS	9.7/15
70.	New Show	NBC	8.9/15
71.	First Camera	NBC	6.6/9

Seller is Fairfield, Ohio-base group owner which is also selling WCNW(AM) Fairfield (see below). Buyer is owned by Simon Konover and family (80%); his nephew, Daniel Konover, president (10%), and Jean T. Epstein (10%). Simon Konover is Hartford, Conn.-based real estate developer. Daniel Konover is Stamford, Conn.-based attorney. Epstein is administrative director at station. Her husband, Jay, is station's general manager. Filed Jan. 9.

■ WWTR-FM Bethany Beach, Del., and WETT(AM) Ocean City, Md. (1590 khz, 1 kw-D, 500 w-N; FM: 95.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Coastal Telecommunications to Resort Broadcasting of Maryland Inc. for $2.6 million, including $1.3 million cash. Seller is owned by Stuart D. Frankel, who is president of Abell Communications, group owner and publisher of *Baltimore Sun*. Buyer is owned by William E. Tart, who also owns WANC(AM) Aberdeen, N.C. Filed Jan. 12.

■ *WZZE(FM) Hockessin, Del. (88.7 mhz, 10 w, HAAT: 70 ft.)—Seeks assignment of license from Sanford School Inc. to Glen Mills School. Buyer is private Concordville, Pa., nonprofit school for "court committed" "adjudicated delinquents," headed by Glenn Sullivan, president. It has no other broadcast interests. Filed Jan. 9.

■ WAPR(AM) Avon Park, Fla. (1390 khz, 1 kw-D)—Seeks transfer of control of Florida Outdoor Inc. from Elden R. Lindsey (51% before; none after) to Charles C. Castle (49% before; 50% after) and William A. Stokes (none before; 50% after) for $100,000. Seller said station experienced "disastrous fire" last March. Buyers are equal owners of WOKC(AM)-WLMC(FM) Okeechobee, Fla. Filed Dec. 28, 1983.

■ WQDI(AM) Homestead, Fla. (1430 khz, 500 w-U)—Seeks assignment of license from Radio South Dade Inc. to Greater Miami Broadcasting Inc. for $1,265,000, including noncompete agreement and $1,050,000 note. Seller is owned by James L. Wiggins. It is also applicant for new FM at Homestead, Fla. Buyer is owned by Dr. Ramiro Marrero, M.D., who is Miami-based internal medicinist. He has no other broadcast interests. Filed Dec. 19, 1983.

■ WVSI-AM-FM Jupiter, Fla. (1000 khz, 1 kw-D; FM: 96.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control of U.S. Three Broadcasting Corp. from Ronald A. Winblad to Raymond E. Knape for $225,000 cash. Contract replaces announced agreement to sell station to Palm Beach Broadcasting ("For the Record," Feb. 14, 1983). Seller is divesting his interest in station, where he has also been general manager. He has no other broadcast interests. Buyer owns remainder of voting stock and all of nonvoting stock. He will continue to negotiate sale of station to Palm Beach Broadcasting. Filed Jan. 13.

■ WFOY-AM-FM St. Augustine, Fla. (1240 khz, 1 kw-D, 250 w-N; FM: 97.7 mhz, 3 kw, HAAT: 160 ft.)—Seeks assignment of license from Ponce DeLeon Broadcasting Co. to Douglas D. and Marilyn Shull for $800,000, including real estate and $700,000 note. Seller is owned by estate of John Bernhard Jr. and has no other broadcast interests. Buyers are husband and wife. Douglas Shull is former vice president and general manager at WJNO(AM) West Palm Beach and WRMF(FM) Palm Beach, both Florida. Marilyn Shull is registered nurse. WFOY is on 1240 khz with 1 kw day and 250 w night. WFOY-FM is on 97.7 mhz with 3 kw and antenna 160 feet above average terrain. Filed Jan. 9.

■ WMAJ(TV)[CP] (formerly WPAN(TV)[CP]) Panama City, Fla.—Sunrise Television Corp., which was buyer, subject to FCC approval, (see "For the Record," June 27, 1983), has requested dismissal of application. Sunrise, majority owned by Roy L. Hess, said that time contract allows for FCC approval, six months, has elapsed. Filed Jan. 12.

■ WSEB(AM)-WSKP-FM Sebring, Fla. (1340 khz, 1 kw-D, 250 w-N; FM: 105.5 mhz, 3 kw, HAAT: 150 ft.)—Seeks assignment of license from Harry J. Morgan to Highlands Broadcasting Ltd. for $400,000—$50,000 cash, $250,000 note and $100,000 noncompete agreement. Seller also owns WSKT(AM) Knoxville, WKCE(AM) Harriman and WSVC(AM) Dunlap, all Tennessee. Buyer is owned by Robert J. Connelly (20%) and Highlands Broadcasting Corp. (80%). Highlands is equally owned by brothers: William B., Robert A. and John M. Spottswood Jr. They are also trustees of Spottswood family trust, which owns WKWF(AM)-WVFK(FM) Key West, Fla., where Connelly is general manager. All four are principals in applicant for new FM at St. Johnsbury, Vt. Connelly also has minor interest in WWNH-AM-FM Rochester, N.H. Filed Jan. 5.

■ WEAT-AM-FM West Palm Beach, Fla. (850 khz, 1 kw-U; FM: 104.5 mhz, 100 kw, HAAT: 520 ft.)—Seeks transfer of control (interest in net operating profits or losses) of Gowdy Florida Broadcasting from Milo L. Pike (50% before; none after) to Curt Gowdy Broadcasting Corp. (50% before; 100% after) for $1.6 million. Seller previously had right to half share in profits and losses of licensee. Buyer is owned by network sportscaster, Curtis E. Gowdy. He also owns KOWB(AM) Laramie, Wyo., and WCCM(AM)-WCGY(FM) Lawrence, Mass. Filed Jan. 9.

■ WHGI(AM)-WYMX(FM) Augusta, Ga. (1050 khz, 5 kw-D; FM: 105.7 mhz, 50 kw, HAAT: 83 ft.)—Seeks assignment of license from Briar Creek Broadcasting Corp. to American Republic Communications Corp. of Georgia Inc. for $1,840,000, including $1,090,000 note. Seller is owned by A. Mills Fitzner, who has no other broadcast interests. Buyer is subsidiary of Dallas-based real estate investment company, American Republic Corp., owned by 16 investors including, Robert J. Werra, chairman (41%); Barry T. Conway, senior vice president (18%), and Roland D. Freeman, senior vice president (22%). It also owns WGSP(AM) Charlotte, N.C. Filed Jan. 6.

■ WOVR-FM(CP) Versailles, Ind. (103.1 mhz, 890 w, HAAT: 507 ft.)—Seeks assignment of license from Jean L. Ruh to Owen Valley Broadcasters Inc. for $10. Seller is wife of buyer's majority owner. Buyer is owned by Henry B. Ruh, husband of seller (67%), and Robert M. Petranoff (30%). Petranoff is also 10% owner of Indiana Communications, licensee of WBWB(FM) Bloomington, Ind. Filed Jan. 5.

■ KCDR(AM) Cedar Rapids, Iowa (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Cedar Rapids Broadcasting Co. to Dulaney Broadcasting Inc. for $300,000 cash, including three-year noncompete agreement. Seller is majority owned by G. Dale Cowle. He also owns KASS(AM)-KCCQ(FM) Ames, Iowa, and is half owner of KKJO(AM)-KSFT(FM) St. Joseph, Mo. Seller bought the station for $760,000 ("For the Record," Aug. 11, 1980). Buyer is owned by Mike Dulaney, station's general manager (66⅔%); James W. Young, and Eugene J. Downie (16.7% each). Young and Downie are equal owners of co-located KTOF(FM). Filed Jan. 5.

■ KLIB(AM) Liberal, Kan. (1470 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Communications Enterprises of Kansas Inc. to Leon E. Roulier for $180,000, including $75,000 plus interest due two years after closing date. Seller is owned by Charles A. Johnson (40%), Hugh F. Jones and J. Robert Wooten (30% each). Johnson is also president and 5% owner of LPTV at Ponca City, Okla. Buyer also has app. pending to buy co-located KWNR-FM(CP) (see following app.). Filed Jan. 5.

■ KWNR-FM(CP) Liberal, Kan. (102.7 mhz, 50 kw, HAAT: 353 ft.)—Seeks assignment of license from Don M. Kelly to Leon E. Roulier for $45,000 and includes consultancy agreement ending three years after station has gone on air. Seller is 95% owner and general manager of KUSH(AM) Cushing, Okla. He recently sold KLTR(AM) Blackwell, Okla., for $115,000 ("For the Record," Dec. 19, 1983). Buyer has application pending to buy co-located KLIB(AM) (see preceding app.). Filed Jan. 5.

Summary of broadcasting
as of October 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,726	166	4,892
Commercial FM	3,490	425	3,915
Educational FM	1,104	181	1,285
Total Radio	9,320	772	10,092
FM translators	741	423	1,164
Commercial VHF TV	536	19	555
Commercial UHF TV	334	200	534
Educational VHF TV	107	5	112
Educational UHF TV	172	22	194
Total TV	1,149	246	1,395
VHF LPTV	179	80	259
UHF LPTV	66	71	137
Total LPTV	245	151	396
VHF translators	2,831	206	3,037
UHF translators	1,850	342	2,192
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WTKY-AM-FM Thompkinsville, Ky. (1370 khz, 2.5 kw-D; FM: 92.1 mhz, 3 kw, HAAT: 240 ft.)—Seeks assignment of license from Ministers Broadcasting Corp. to J.K. Whittimore for release of approximately $400,000 debt. Seller is group of nine investors, which bought station from buyer for $450,000 ("For the Record," Aug. 9, 1982). Buyer is previous licensee of station. He has no other broadcast interests. Filed Jan. 11.

■ WWKY(AM) Winchester, Ky. (1380 khz, 1 kw-D)—Seeks transfer of control of WWKY Inc. from Wilda Horton and family (100% before; none after) to Bayard Harding Walters (none before; 100% after) for $125,409 plus assumption of approximately $91,000 debt. Seller has no other broadcast interests. Buyer also owns co-located WFMI(FM) and WKCM(AM) Hawesville, Ky. Filed Jan. 4.

■ WTGI(FM) Hammond, La. (103.3 mhz, 100 kw, HAAT: 500 ft. above average terrain)—Seeks assignment of license from Tangi Broadcasting Inc. to Keymarket Communications of Louisiana Inc. for $1.8 million. This will be third application for assignment of license filed within past 12 months at commission; previous two were not closed. Seller is owned by Ron Strother, president (65%), and Donald Lobell (35%). They have no other broadcast interests. Buyer is equally owned by Paul H. Rothfuss and Kerby E. Confer. They also own WJDX(AM)-WMSI(FM) Jackson, Miss.; WDIX(AM)-WIGL(FM) Orangeburg, S.C.; and are 45% owners each of WGVL(AM) Greenville and WSSL(FM) Gray Court, both South Carolina. They are 31% owners each of buyer, subject to FCC approval, of WTBC(AM)-WUOA(FM) Tuscaloosa, Ala. ("Changing Hands," Dec. 12, 1983). Confer also owns 50% of KSSN(FM) Little Rock, Ark., and has interest in WGKX(FM) Memphis, recently bought for $3.2 million ("Changing Hands," Feb. 28, 1983). Filed Jan. 3.

■ WGFP(AM) Webster, Mass. (940 khz, 250 w-D)—Seeks assignment of license from Lakeview Broadcasting Co. to Okun Broadcasting Corp. for $165,000 including note for $25,000 cash. Seller is owned by Edward F. Perry (75%) and Lloyd F. Simon (25%). Perry is also 80% owner of WATD(FM) Marshfield, Mass., and 50% owner of Hampshire County Broadcasting, applicant for new FM at Amherst, Mass. Simon is 50% owner of Walden Communications, applicant for new AM at Concord, Mass. Buyer has been general manager of WGFP since September. Filed Jan. 4.

■ WJFL(AM)-WQMV-FM Vicksburg, Miss. (1490 khz, 1 kw-D; 250 w-N; FM: 98.7 mhz, 56 kw, HAAT: 310 ft. It has CP for 100 kw, HAAT: 802 ft.)—Seeks assignment of license from Omni Media Corp. to RONKEN Inc. for $200,000, cancellation of $100,000 note to Southern Mississippi Bottling Co. and assumption of approximately $400,000 in debts. Seller is owned by Ronald E. Hale, who will own half of buyer. Hale recently sold 28% interest in Central Television Inc., licensee of WHTV(TV) Meridian, WLHT(TV)[CP] Hattiesburg, both Mississippi, and WYDE(AM) Birmingham, Ala. Buyer is equally owned by seller and Southern Mississippi Bottling Co., Jackson, Miss.-based company, principally owned by Kenneth A. Brown, which has soft drink bottling franchise for central Mississippi. Filed Dec. 28, 1983.

■ KFLN-AM-FM(CP) Baker, Mont. (960 khz, 5 kw-D; FM: 100.9 mhz, 3 kw, HAAT: 161 ft.)—Seeks assignment of license from Empire Broadcasting Corp. to Newell Broadcasting Inc. for $870,000—$100 for FM(CP)—including $667,800 note. Seller is 91.3% owned by Gary N. Petersen, who has no other broadcast interests. Buyer is owned by Russell E. Newell, station's general manager and 6% owner, and wife, Jeraldine. Filed Dec. 23, 1983.

■ KESY-FM Omaha (104.5 mhz, 31 kw, HAAT: 235 ft.)—Seeks assignment of license from Richard Marshall Capitol Corp. to MediaOmaha, a limited partnership for $2.2 million plus $300,000 noncompete. Seller also owns co-located KOOO(AM) which buyer is required to purchase for $400,000 if, 15 days after FCC approval of KESY-FM transfer, seller has been unable, using best efforts, to find other purchaser for AM. Seller is owned by Sherry Sanders (49%), Ernest McRae (11%) and Media Financial Corp. (40%), which is group of 13 investors headed by Dick Ostberg, president. It recently sold KSTR(AM) Grand Junction, Colo. Sanders' husband, Mack Sanders, is group owner of four AM's and two FM's, and was previous owner of KOOO(AM)-KESY(FM), which he sold in 1977 to Centennial Communications Inc. Centennial recently, as debtor-in-possession, sold the station to its current licensee for $3 million ("For the Record," March 7, 1983). Sherry Sanders is also applicant for new FM at Russellville, Ala. McRae is also 40% owner of KSWN(AM) McCook, formerly KBRL(AM), and KFNF(FM) Oberlin, Kan. Buyer is equally owned by Jayne Ann Woods and John W. Biddinger. Woods is 25% owner of CP for new AM at Cross City, Fla. Her husband, Frank A., who is also 26% owner of CP at Cross City, is also director and 5% owner of Knoxville, Tenn.-based group owner SunGroup, and is 49% owner of WTBP(AM) Parsons, Tenn., and WTBB(FM) Bonifay, Fla.